Project Design and Evaluation
August 7-8, 2006
Hollings Marine Laboratory, Ft. Johnson, Charleston, SC

The ACE Basin National Estuarine Research Reserve (NERR) will be hosting a training program provided by NOAA's Coastal Services Center on project design and evaluation. This course provides coastal resource management professionals with the knowledge, skills, and tools to design and implement projects with measurable goals, objectives and impacts. This interactive curriculum can help you increase the effectiveness of your projects by applying valid instructional design theory to their design. After attending the workshop, participants will be able to:

- Describe the context of project design and evaluation within the scope of agency and organization missions, strategic plans, and established program niches

- Apply appropriate instructional design theory and practices to project development

- Explain the role of logic models in project design and evaluation and create logic models for their projects

- Use performance measurement as part of project evaluation

- Describe three types and four levels of evaluation that can be applied to extension and education projects

To register please contact Rebekah Walker Szivak at 843-953-9024 or WalkerR@dnr.sc.gov

Project Design and Evaluation Workshop

Hollings Marine Laboratory, Ft. Johnson
August 7-8, 2006
8:30 a.m. – 5:00 p.m.

DAY 1 Time	Topic, objectives, and activities
8:30	**Introduction, workshop overview and objectives** Participants will: Know other participants, workshop objectives, and logistics.
9:00	**Instructional Design Theory** Participants will: Understand the "big picture" of instructional design theory (what it is, what it entails). Correctly identify and describe the steps in the ADDIE Model.
9:40	**Needs Assessment** Participants will: Describe where needs assessment fits in the process of program and project planning; know the benefits of conducting a needs assessment; discuss the 12-step process for conducting needs assessments.
10:15	**Break**
10:30	**Needs Assessment (continued)** Participants will: Describe the first 6 steps (the planning phase) of the Needs Assessment process and how they relate to each other. Briefly explain each of the 6 types of data collection methods/instruments and discuss the benefits and limitations of each.
12:00	**Lunch**
1:00	**Needs Assessment (continued)** Participants will: Review needs assessment instruments and identify common mistakes in writing data collection questions. Describe situations when it may be impractical or unnecessary to conduct a complete, 12-step needs assessment.
1:45	**Project Design** Participants will: Describe the general steps of project design, including writing project goals and objectives. Explain the steps in designing a project work structure.
2:00	**Project Design: Logic Models** Participants will: Define the components of a logic model.
2:30	**Break**
2:45	**Project Design: Logic Models, continued** Participants will: Create and review a project logic model.
3:45	**Project Design continued: Goals and Objectives** Participants will: Define and differentiate between goals and objectives. Write SMART project objectives for their logic model outcomes.
4:45	**Review and wrap-up (quick exit survey)**

Day 2	
8:30	**Review Day 1 and Preview of Day 2** Review exit survey. Review exit survey/discuss their use in formative evaluation.
9:00	**Project Design continued: Performance Measures** Participants will: Describe performance measures and their use. Explain the relationship between performance measurement and evaluation. Identify and select some performance measures for projects.
10:05	**Project Design continued: Evaluation Design** Participants will: Define the types of evaluation that should be considered in the project design phase. Use a logic model to identify the appropriate points in the in the project design process for evaluation to take place.
10:30	**Break**
10:45	**Project Design continued: Evaluation Design** Participants will: Use a logic model to identify the appropriate points in the in the project design process for evaluation to take place and create an evaluation plan.
11:15	**Project Development** Participants will: Use the activity-objective matrix to select the most appropriate delivery methods to achieve various objectives. Use the methods variety scale to sequence and vary delivery methods to promote learning. Use process agendas to manage timing, activity level, and sequencing for optimum learning.
12:00	**Lunch (Geometric Shapes survey)**
1:00	Review and discuss the use of the geometric survey tool as a data collection instrument for formative assessments.
1:30	**Project Implementation** Participants will: State the components of project implementation. Discuss the relevance of NA results, performance measures, and formative evaluation to implementation.
1:45	**Evaluation** Participants will: Explain the 5 levels of evaluation and how these apply to program design and delivery. Use the evaluation matrix to select the appropriate types and levels of evaluation for different project and activity types.
2:30	**Break**
2:45	**Evaluation** Participants will: Discuss, demonstrate, and conduct new data collection methods (timing and tracking, rubrics, product review, case studies, and concept mapping). Select the appropriate data collection methods and techniques for project evaluation.
3:45	**Program Design and Evaluation** Participants will: Apply logic models to planning at various scales in an organizational hierarchy to ensure consistency of program and project outcomes within the organization's mission.
4:15	**Discussion of applications to participants' projects** Participants will: Complete evaluation forms. Reflect and digest workshop materials by participating in a round of PDE-Jeopardy.
5:00	**Thanks and Conclude**